

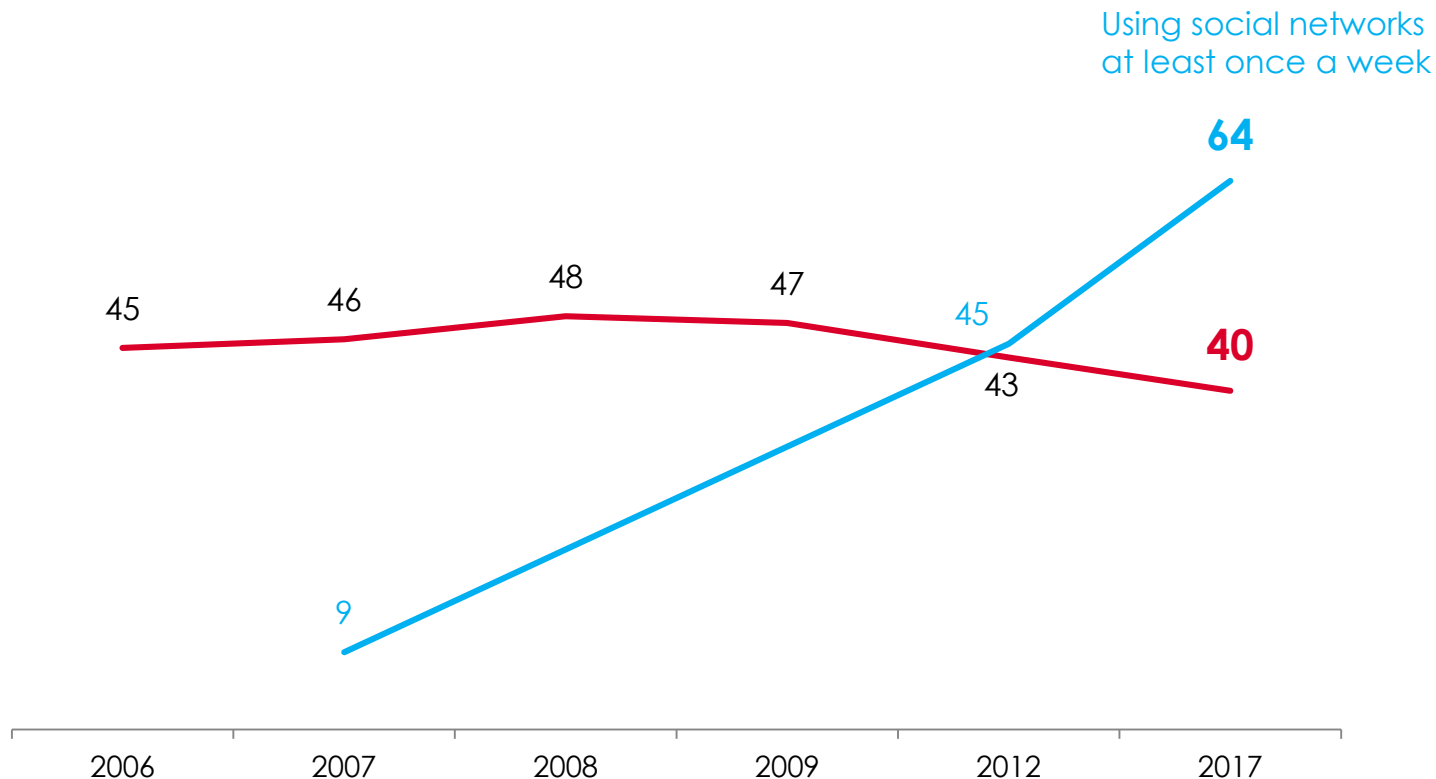


# A global monitor to pilot international brands

# SOCIOVISION'S EXPERTISE:

## TRACKING COLLECTIVE & INDIVIDUAL SHIFTS WORLDWIDE

In each group, **THERE SHOULD BE A LEADER WHO MAKES DECISIONS**  
which the others have to obey  
(% total agree – EU5)



# THE INTERNATIONAL OBSERVER

*A Global Monitor to Pilot International Brands*

**A WORLDWIDE  
CONSUMERS SURVEY**



**+ 360° WATCH**

**6 FUTURES  
UNLOCKED**



**OPTIMAL  
BRAND RELEVANCE 2025**





# THE INTERNATIONAL OBSERVER 2025

## WHAT NEW 'LIFE EXPERIENCE' WILL PEOPLE SEEK IN EU5, THE USA & CHINA?

### WELCOME TO THE NEXT 10 YEARS!



*Beyond green and sustainability, which collective scenarios will people support or reject?*

### RETHINKING COMMUNITIES



*What shape will social cohesion take in a time of social distancing? Will there be a new purpose to relationships and affiliations?*

### DIGITAL STORIES



*How (much) will we want our lives to be technologically enhanced?*

### REIMAGINING HEALTH & WELLNESS



*Health & wellness were already central. Will discourses shift to protection, prevention and immunity? Where will the nature/science cursor be?*

### THE (R)EVOLUTIONS OF IDENTITY & GENDER



*As people reclaim respect for their individuality and call for a more inclusive society, how will personal identity be defined and expressed?*

### REIGNITING LIGHTNESS



*In a world riddled with anxiety, where and how will people find meaning, playfulness and happiness?*

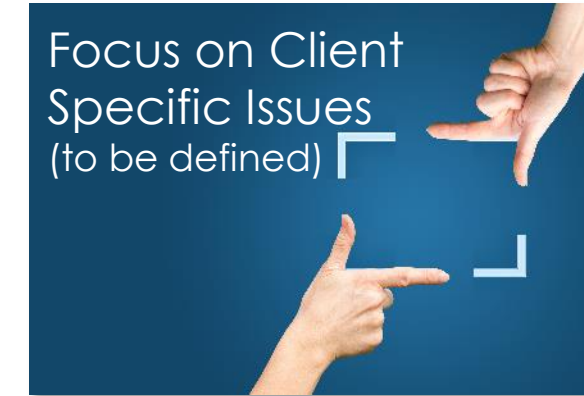
# THE INTERNATIONAL OBSERVER 2025

## WHAT WILL YOU GET?

### GLOBAL REPORT + PRESENTATION



### THEMATIC REPORTS (optional)

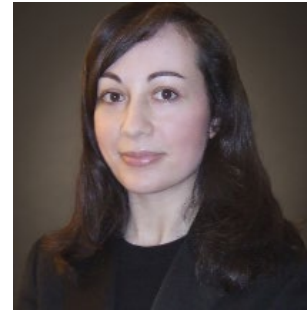


# YOUR CONTACTS



**[michel.ladet@sociovision.fr](mailto:michel.ladet@sociovision.fr)**

Vice President  
at Sociovision



**[maryline.nguyen@sociovision.fr](mailto:maryline.nguyen@sociovision.fr)**

Consulting Director  
at Sociovision